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The ANSI/LEO-4000 American National Standard for Sustainable Agriculture Will Use Non-GMO Project Verification to Document Non-GMO Disclosure

(Madison, WI – February 1, 2018) Leonardo Academy, Inc., The Sustainability Experts® announced today that the ANSI/LEO-4000 American National Standard for Sustainable Agriculture will require Non-GMO Project Verification for non-GMO disclosures of agricultural products earning certification under the ANSI/LEO-4000 standard. This means that any producer or product seeking to disclose non-GMO status under ANSI/LEO-4000 must earn Non-GMO Project Verification.

Products that are Non-GMO Project Verified have already met the disclosure requirement for ANSI/LEO-4000, and are well down the path to satisfying the supply chain documentation requirements of ANSI/LEO-4000. Leonardo Academy encourages all companies with Non-GMO Project Verified products to leverage this verification by earning ANSI/LEO-4000 Sustainable Agriculture certification.

ANSI/LEO-4000 certification may be earned for both products that do not and products that do contain genetically modified material. The product must disclose by means of packaging label whether or not it uses GMOs. To clearly communicate this distinction, there are different labels for non-GMO and GMO products as shown below:



NON-GMO
Meets ANSI/LEO-4000



Contains GMO
Meets ANSI/LEO-4000

This clear distinction in labeling allows producers who use GMOs to earn sustainability certification while also protecting the buyers' right to know, as buyers can clearly and easily discern which certified products use GMOs and which do not.



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The Non-GMO Project has set the industry standard for non-GMO verification since the program was first implemented in 2010. Today it operates in the market as the most credible non-GMO verification. Its butterfly verification mark gives shoppers the assurance that a product has completed a comprehensive third-party verification for compliance with the Non-GMO Project Standard. The Non-GMO Project has a significant presence in the market place with more than 43,623 verified products, 12,730 registered retailers, and 3,394 brands participating in the program.

Producers, products, brands, and other users that are Non-GMO Verified can earn ANSI/LEO-4000 certification by meeting standard requirement at the bronze, silver, gold, or platinum level and undergoing third-party verification by an accredited certification body that has been approved by Leonardo Academy. To get started, a certification toolkit is available from Leonardo Academy for a modest annual fee.

Michael Arny, President of Leonardo Academy says, “We’re excited to recognize Non-GMO Project Verification as the requirement for disclosing non-GMO status under the ANSI/LEO-4000 standard. By providing the most widely recognized definition and verification for non-GMO products, the Non-GMO Project aligns well with ANSI/LEO-4000’s goal to empower consumer purchasing decisions and increase transparency across the supply chain. Leonardo Academy encourages all companies with Non-GMO Project Verified products to leverage this verification by earning ANSI/LEO-4000 Sustainable Agriculture certification as well.”

Products, retailers, brands, and other supply chain participants can also advocate for sustainable agriculture using the ANSI/LEO-4000 by asking their suppliers to provide ANSI/LEO-4000 certified products and using the certification to inform purchasing decisions. Companies that commit to taking these actions are provided with tools to communicate requests for sustainable products to their supply chains and will be publicly recognized by Leonardo Academy.

Those interested in exploring ANSI/LEO-4000 certification or becoming an advocate for sustainable agriculture using ANSI/LEO-4000 are encourage to request more information about the standard and Tool Kit for getting started by emailing agstandard@leonardoacademy.org.